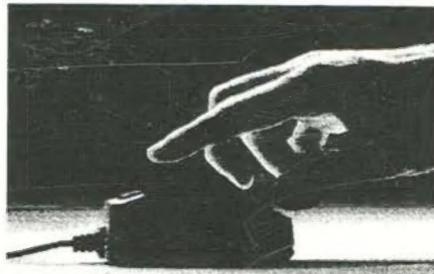
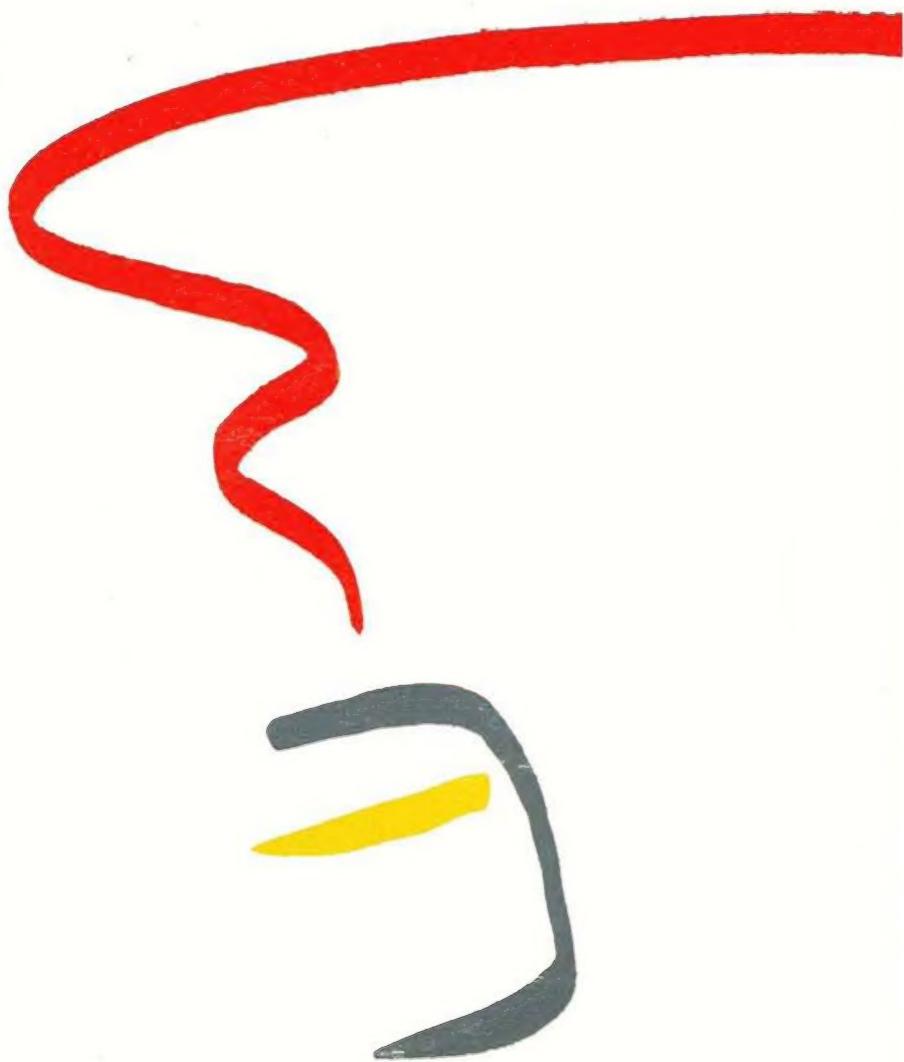




Macintosh™



Selling Guide



- Macintosh: The Third Industry Standard**
- Macintosh Is for People Knowledge Workers:**
- The Target Market**
- What's So Special About Macintosh?**
- The Macintosh Family**
- Apple Family Positioning**
- Macintosh Software**
- Demonstrating Macintosh to Business**

The *Macintosh Selling Guide* provides a marketing and sales overview of the Macintosh™ family of products. Its purpose is to help you sell Macintosh to its target market: knowledge workers.

The guide shows you how the Macintosh family of computers meets the needs of knowledge workers, and reveals the key to selling Macintosh to this important group of computer buyers. It describes the computers in the Macintosh family and details their advanced capabilities. It discusses those all-important software solutions. And it provides tips on demonstrating Macintosh.

In short, it gives you the information you need to sell Macintosh effectively to business.

Macintosh: The Third Industry Standard
Macintosh Is for People Knowledge Workers: The Target Market
What's So Special About Macintosh?
The Macintosh Family
Apple Family Positioning
Macintosh Software
Demonstrating Macintosh to Business

Contents

4	■ Macintosh: The Third Industry Standard
6	■ Macintosh Is for People
7	■ Knowledge Workers: The Target Market
	What Is a Knowledge Worker?
	The Opportunity
	What Do Knowledge Workers Need?
	The Key to Selling Macintosh
10	■ What's So Special About Macintosh?
	Advanced Lisa Technology
	32-Bit Architecture
	Personal Productivity Tools from Leading Software Companies
	One Transportable Box
	Growth Path
14	■ The Macintosh Family
	The Macintosh 128K
	The Macintosh 512K
	Lisa: The Big Macintosh
	Macintosh Accessories
18	■ Apple Family Positioning
19	■ Macintosh Software
	Apple Solutions
	Third-Party Solutions
24	■ Demonstrating Macintosh to Business
	Giving an Expert Demonstration
	Demonstrating Integrated Applications

File

**Macintosh: The Third
Industry Standard**

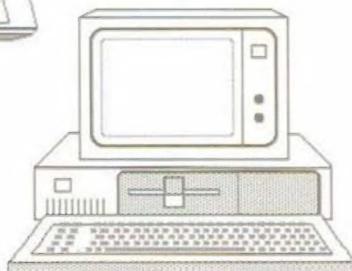
- Macintosh Is for People
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- What's So Special
About Macintosh?
- The Macintosh Family
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- Demonstrating Macintosh
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Macintosh: The Third Industry Standard

Apple's marketing goal for Macintosh was simple:
To establish Macintosh as the third standard in the personal computer industry.



Apple II
1977



IBM PC
1981



Macintosh
1984

Every few years a personal computer is introduced that establishes a new standard for the industry. In 1977, Apple introduced the Apple® II personal computer. With its incredible versatility and software base, it became the first standard in personal computing. In 1981, IBM introduced the IBM® PC, which became the second standard. In 1984, Apple introduced Macintosh. And it was quickly recognized as the third industry standard. Key opinion leaders concur:

■ Analysts

"It's the best thing around."

Esther Dyson, EDventures Holdings

"This is easily the best price/performance machine ever made."

Ken Lim, Dataquest, Inc.

■ The Press

"Few, if any, industry observers expect the Macintosh to be anything but an outstanding success."

Computer World

■ The Software Developers

"Macintosh is much more natural, intuitive, and in line with how people think and work.... It's going to change the way people think about personal computers.... Macintosh sets a whole new standard."

Mitch Kapor,

Chairman of the Board,
Lotus Development Corporation

■ And the Public

"Quite simply, Macintosh is the greatest thing that ever happened to me."

Richard M. Rasmussen,
Freelance Writer

The Apple Story
Macintosh Business

Macintosh: The Third
Industry Standard

Macintosh Is for People

Knowledge Workers:
The Target Market

What's So Special

About Macintosh?

The Macintosh Family

Apple Family Positioning

Macintosh Software

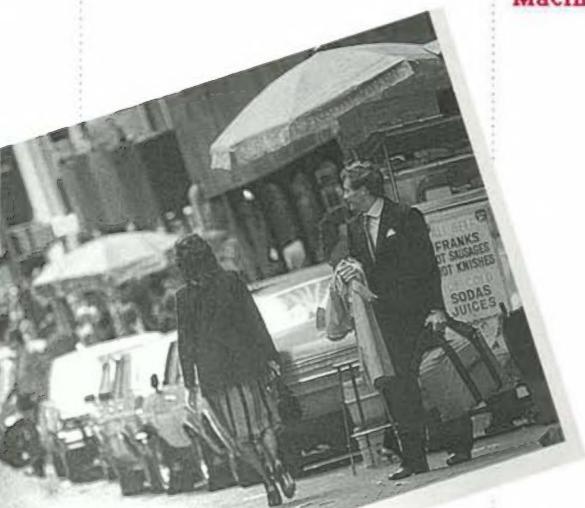
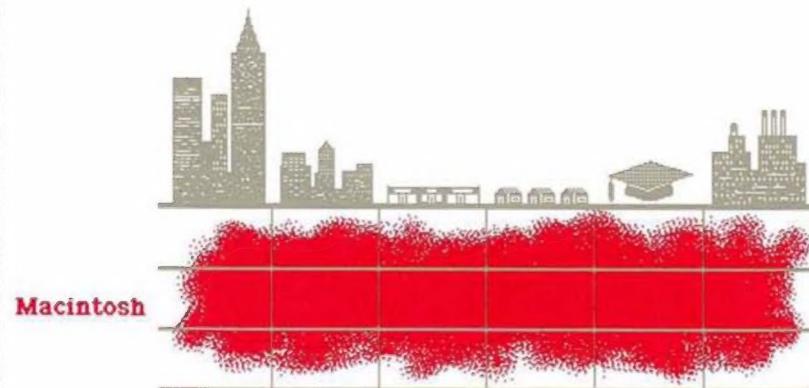
Demonstrating Macintosh
to Business

Macintosh Is for People

Most personal computers are aimed at specific segments of the computer market.



But Macintosh is different. Because Macintosh is for people.



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- Apple Family Positioning
- Macintosh Software
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Knowledge Workers: The Target Market

Specifically, Macintosh is for knowledge workers: people in business, the professions, education, manufacturing, services.

What Is a Knowledge Worker?

Knowledge workers are easy to spot: they work at desks. They're managers, analysts, planners, consultants, coordinators, supervisors, administrative assistants, even college students.

Generally, knowledge workers are people who take information and ideas and process them into plans, reports,

analyses, memos, and budgets. Their primary responsibilities are to

- gather information (retrieve and organize data)
- analyze the data (perform numerical analyses)
- summarize the results of their analyses (write memos, letters, and reports)
- prepare and present their conclusions (prepare written proposals, presentation slides, and overheads)

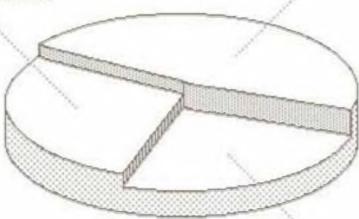
That is, knowledge workers solve problems.

But perhaps what is more important is this: they take pride in their work.

Knowledge Workers

29% Working with Ideas

- Creating documents
- Analyzing documents
- Reading



46% Attending Meetings

- Presenting ideas
- Reviewing documents
- Summarizing results

25% Other

The Opportunity

There are approximately 25 million knowledge workers in North America alone, and 95 percent of them don't use personal computers. At \$2500 for an average system, that's a potential market of nearly \$60 billion.

Knowledge Workers

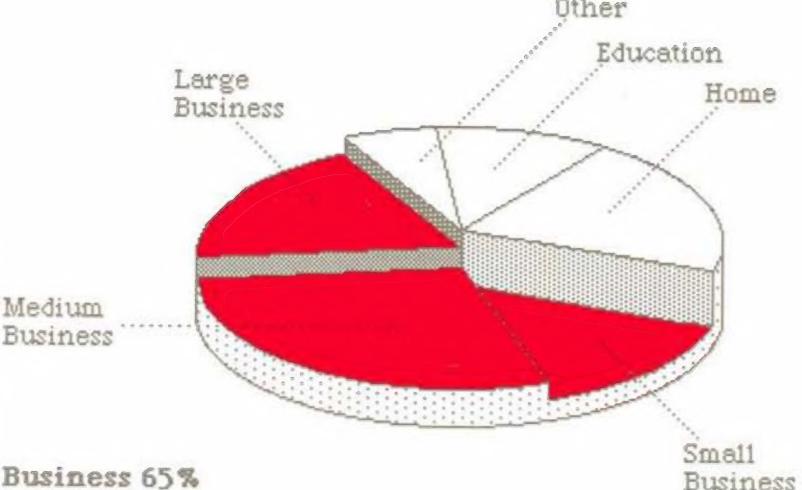
24 million don't use personal computers

1 million use personal computers



The Macintosh Market

At present, more than 65 percent of Macintoshes sold go into business. To increase our share of this huge market, we must increase our understanding of knowledge workers.



What Do Knowledge Workers Need?

Knowledge workers move from one activity to another throughout the day — from attending a meeting to returning a phone call, from writing a memo to preparing a budget, from reading through mail to making a presentation. In the course of a day, they often need to analyze and combine information from a number of sources.

Knowledge workers need a personal computer that can handle all the information that crosses their desks. That can move information from one document to another — from a spreadsheet to a report, for example. That can help them to communicate their ideas effectively — because the presentation *counts*. They need a computer that works the way they do.

And knowledge workers are busy people. So their computer must be powerful,

fast, and easy to use. It must work for them — not the other way around.

In short, knowledge workers need Macintosh.

The Key to Selling Macintosh

Quality output is Macintosh's "hot button." Knowledge workers care about their written work — work they use to communicate their ideas. Documents with a clean, professional layout are more compelling. Strong graphic images communicate visually — and effectively. Carefully organized and plotted data puts important business information in perspective. See for yourself.

You can't create professional-looking documents with most personal computers. At least, not without putting in a lot of time and effort, and memorizing numerous computer commands.

With Macintosh, knowledge workers can create documents that look as if they came from a typesetter or a design studio. And they can do it quickly and easily. When you make that point to your customers, you'll sell Macintosh.

9

A knowledge worker who adds punch to a one-page memo sells the idea.

A knowledge worker whose report stands out is recognized.

A knowledge worker who highlights key points in a spreadsheet communicates.



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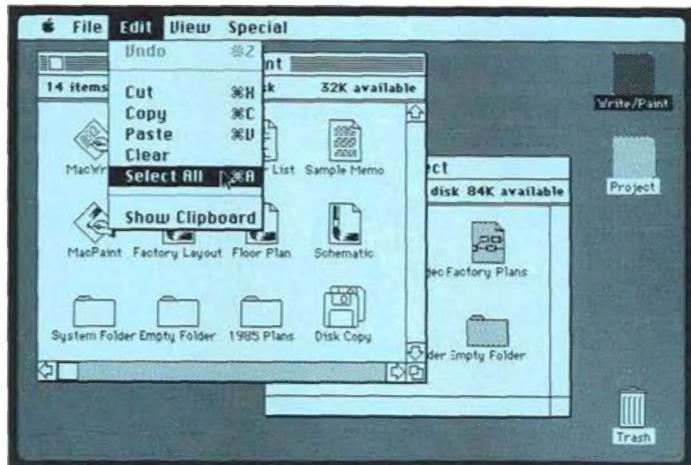
What's So Special About Macintosh?

Five key points distinguish Macintosh from other personal computers:

- Advanced Lisa® Technology
- 32-Bit Architecture
- Personal Productivity Tools from Leading Software Companies
- One Transportable Box
- Growth Path

Advanced Lisa Technology

Lisa Technology encompasses a wide range of hardware and software breakthroughs — breakthroughs that make Macintosh radically easy to learn and use.



- Macintosh's screen layout resembles a desktop, with pictures of familiar desktop objects. Like file folders. Pads of paper. Even a trash can. With Macintosh, your customers can work the same way they work at their desks.
- Your customers use the mouse to tell Macintosh what they want to do. They don't have to learn — and remember — complex keyboard commands.
- All operations available for a particular application are always accessible through pull-down menus at the top of the screen. Again, your customers don't have to memorize confusing keyboard commands.
- With Macintosh's cut-and-paste integration, moving information from one application to another is as easy as point, click, cut, and paste. Your customers can combine words, numbers, and even pictures — quickly and easily.
- Macintosh's extraordinarily high-resolution bit-mapped display delivers crisp, clear images of text and graphics. Images that can then be printed just as they appear on the screen — in incredible detail.

And because all Macintosh applications take advantage of the mouse, pictures of desktop objects, and pull-down menus, once your customers have learned one application, they'll find it's even easier to learn the next. And the next.

32-Bit Architecture

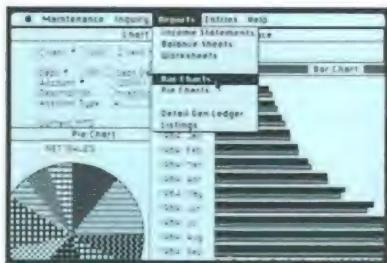
Macintosh is powerful enough to handle the most complex business tasks.

■ The MC68000, an advanced 32-bit microprocessor, is at the heart of Macintosh. We've taken the power and speed of the MC68000 and used it to set new standards for performance and ease of use.

■ Macintosh has the memory capacity knowledge workers need. The Macintosh 128K can tackle most tasks. And can be expanded to a Macintosh 512K to handle larger documents and spreadsheets, and to run software that requires more memory.

■ Macintosh's memory is augmented with 64 kilobytes of ROM, which contains the pull-down menus, windows, dialog boxes, and sophisticated graphics found in all Macintosh applications. Macintosh's ROM gives programmers the basis for developing innovative applications. And gives your customers a variety of applications that utilize the familiar Macintosh format.

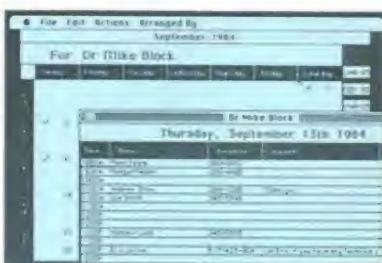
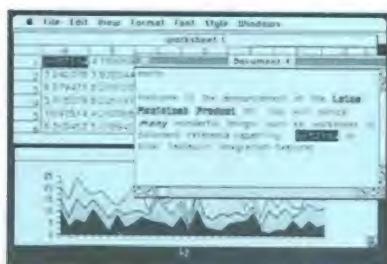
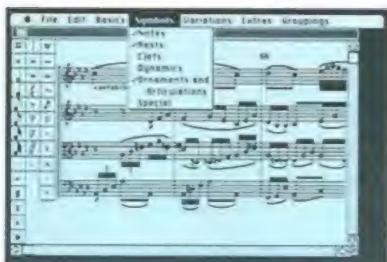




Personal Productivity Tools from Leading Software Companies

Hundreds of independent developers are writing programs for Macintosh. Companies include such familiar names as Lotus, Microsoft, Software Publishing, Stoneware, and Dow Jones.

Extensive support from independent developers means your customers can now use Macintosh to point, click, cut, and paste their way through almost any job they need a personal computer to do. Word processing, spreadsheets, project management, business graphics, data communications. Specialized software for accountants, farmers, even composers. And more.



One Transportable Box

Macintosh packs all this and more in a system that weighs less than 20 pounds:

- Macintosh's built-in display is a 9-inch, high-resolution, bit-mapped (512 x 342 pixels) screen. The screen displays text and graphics in extraordinary detail.
- The 400-kilobyte built-in disk drive uses 3½-inch disks — the latest in disk technology. The disks are small enough — and sturdy enough — to fit in a shirt pocket, but big enough to hold a desk full of work. Consider them pocket-sized briefcases.
- A one-button mouse and a detached keyboard let your customers work at Macintosh comfortably and conveniently.
- On the back of Macintosh are built-in high-speed RS-232 and RS-422 serial communications ports. Which means your customers can connect printers, modems, and other peripherals without adding expensive interface cards. It also means that Macintosh is ready to hook into a local area network.
- There are also built-in connectors for an external disk drive and for Macintosh's mouse.



In short, Macintosh comes complete with almost everything your customers need to start computing. All in a system that's compact enough and light enough to go almost anywhere it's needed.

Growth Path

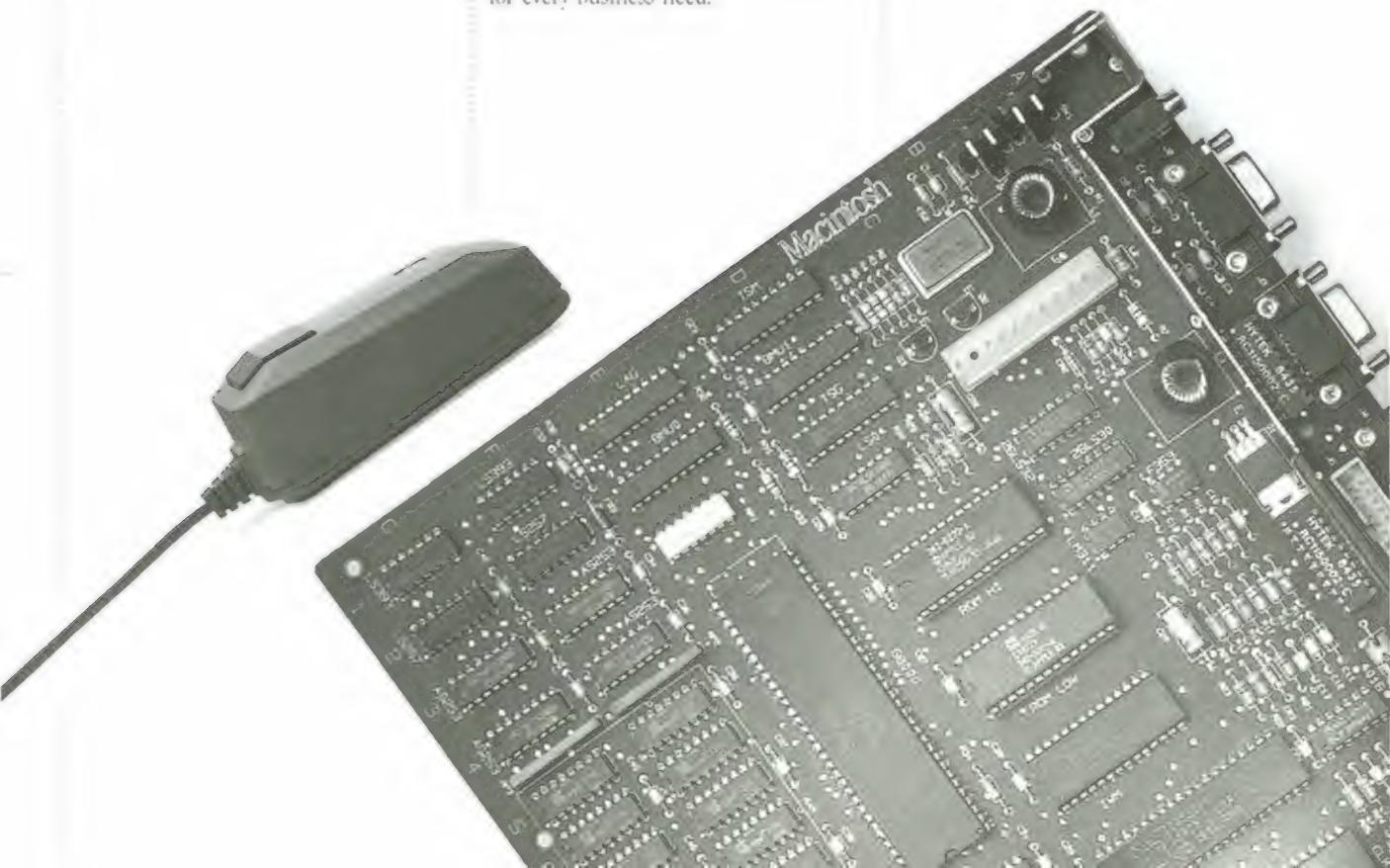
The Macintosh family offers your customers an established growth path: from the Macintosh 128K to the Macintosh 512K to Lisa.

■ The Macintosh 128K easily handles medium-sized documents and models. As your customers' needs grow, they can expand to the Macintosh 512K by purchasing the Memory Expansion Kit (which must be installed by an authorized Apple dealer).

■ Your customers with larger information-processing needs — those who create large data bases or work with very large spreadsheets — will appreciate the Macintosh 512K.

■ And for those who push their equipment to its limits, there's Lisa, the big Macintosh. Macintosh software runs on Lisa, taking advantage of Lisa's larger memory, bigger screen, and hard-disk drive.

What this means for your customers — and you — is that there's a Macintosh for every business need.



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The Macintosh Family

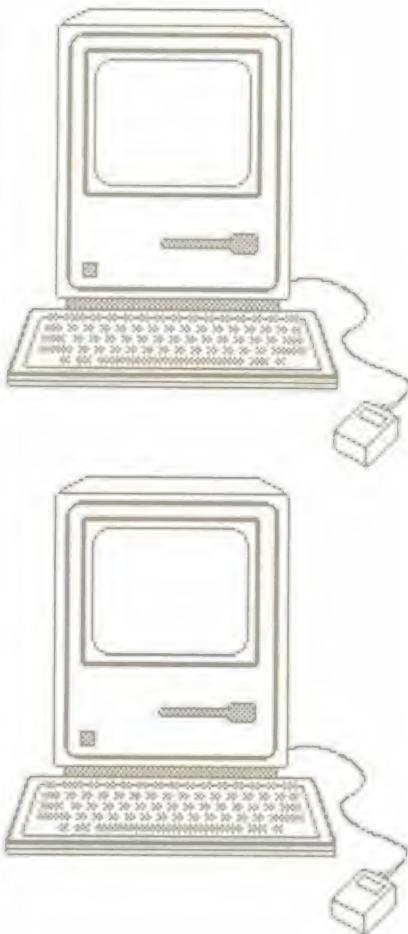
If everyone did the same thing, we'd need to make only one computer. But since managers manage, vice presidents preside, and analysts analyze, one computer simply won't fit all of them.

It takes three: the Macintosh 128K, the Macintosh 512K, and Lisa. Together they're a compatible family of 32-bit microcomputers that can make your customers more productive. In minutes, not days.

The Macintosh 128K

The Macintosh 128K is the entry-level Macintosh.

- The Macintosh 128K has 128 kilobytes of RAM *and* 64 kilobytes of ROM. The ROM contains routines for Macintosh's unique user interface. For your customers, that means more RAM is available for programs and data.
- The Macintosh 128K is perfect for professionals who create memos and short reports, analyze group budgets, or need to organize personal information.



- New users will appreciate the Macintosh difference: no memorizing long, confusing commands, and no guessing what the computer wants. Macintosh is not only a powerful personal computer, but it's also easy to learn and use.
- As customers' needs grow, they can easily upgrade to a Macintosh 512K.
- The lower-priced Macintosh offers unparalleled price/performance value.

The Macintosh 512K

The Macintosh 512K is everything the Macintosh 128K is. And then some.

- The Macintosh 512K has four times the memory of the Macintosh 128K, which means your customers can work on larger documents and models. For example, dramatically larger documents can be created using MacWrite, 10 times more tasks can be entered into a MacProject chart, and thousands of cells can be entered into a Multiplan® spreadsheet.
- Macintosh 512K users can work with the most powerful, comprehensive business software being created by independent developers.
- And the Macintosh 512K is faster. The greater capacity of the Macintosh 512K results in better performance. (Sections of a program are loaded into memory as you work, so the application actually gets faster as you use it.) Access to the Apple Imagewriter or Daisy Wheel Printer — or other printers configured for Macintosh — is also faster.

128K
512K

Lisa: The Big Macintosh

MacWorks turns Lisa into a big Macintosh.

16

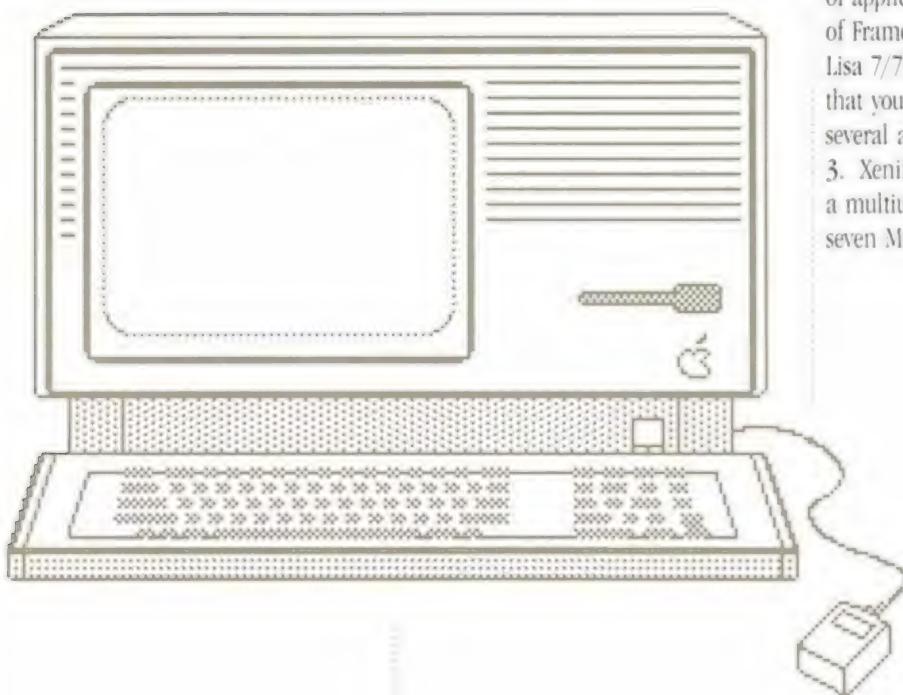
- MacWorks allows Lisa to run Macintosh software. Macintosh software can take advantage of Lisa's extra memory, larger screen, and hard-disk drive.
- Lisa has up to 1 megabyte of memory; twice as much as the Macintosh 512K. Spreadsheets can be bigger — a real boon for financial analysts and accountants. Graphics can be more intricate. And word-processing documents can be larger.

■ With Lisa's larger screen, MacProject, MacWrite, and Multiplan windows can show a bigger piece of the whole picture.

■ The hard-disk drive enables Lisa to load and save documents faster because of reduced disk-access time. And it provides a convenient place to store application programs and large amounts of data.

■ Lisa offers a choice of three different operating systems:

1. Macintosh is the standard operating system for Apple's 32-bit computers.
2. Lisa 7/7 provides seven integrated business tools — spreadsheet, business graphics, project scheduling, data communications, word processing and spelling corrector, list management, and design graphics — giving users a range of applications even greater than that of Framework™ or Symphony.™ And Lisa 7/7's windowing capability means that your customers can work with several applications at once.
3. Xenix™ and Unix™ turn Lisa into a multiuser system for as many as seven Macintosh workstations.



Macintosh Accessories

Printers. Apple's Imagewriter printer perfectly reproduces everything on the Macintosh screen: multiple type styles and sizes, pictures, proportional text, mixed text and graphics. For formal reports and business correspondence where words alone suffice, the Apple Daisy Wheel Printer gives letter-quality results. And for Lisa, there's the Canon color printer.

The Macintosh External Disk Drive. This drive adds another 400 kilobytes of on-line storage to the Macintosh system, eliminating disk swapping and simplifying disk backup. It connects directly to a built-in port at the back of Macintosh.

The Macintosh Numeric Keypad. Patterned after the accountant's 10-key calculator, the keypad makes fast work of entering spreadsheet, accounting, and other numerical data. It plugs directly into the Macintosh keyboard.

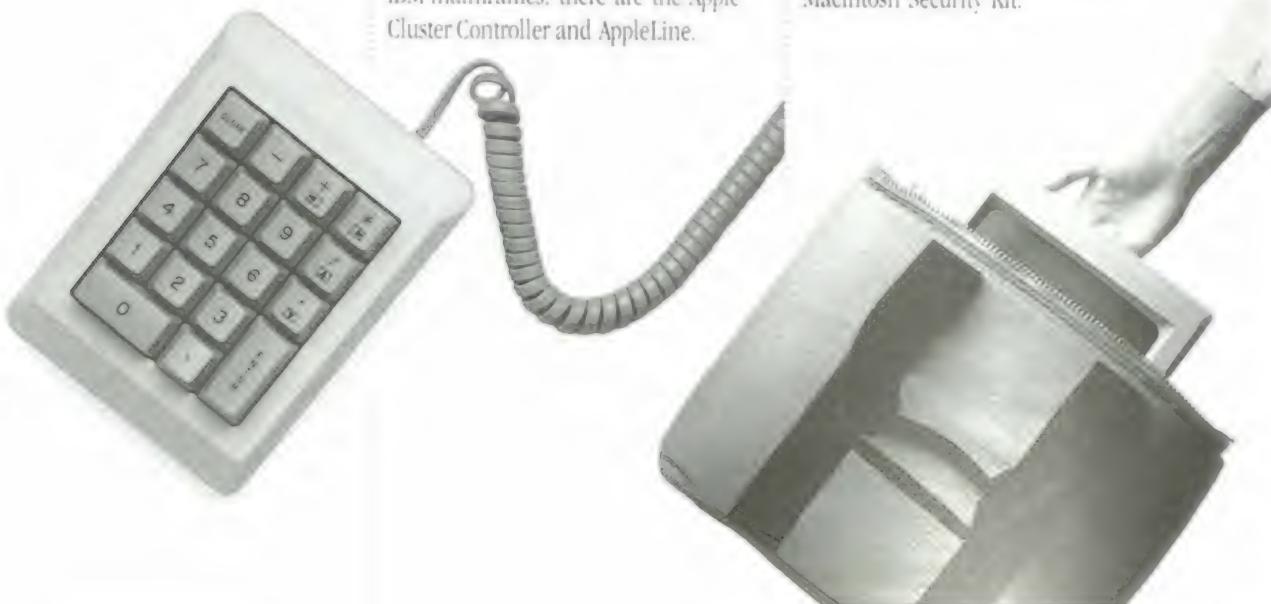


Apple Modem. With an Apple Modem and communications software like MacTerminal, Macintosh can communicate with other computers and tap into information services over ordinary telephone lines. The Apple Modem is available in 300-baud and 1200/300-baud models.

Apple Cluster Controller and AppleLine. For communications with IBM mainframes, there are the Apple Cluster Controller and AppleLine.

Carrying Case. Macintosh has a rugged carrying case of water-resistant nylon. Inside, padded pockets hold all Macintosh components. Hand and shoulder straps make it easy to take Macintosh almost anywhere.

Security Kit. To secure Macintosh to a desk or other object, there's the Macintosh Security Kit.



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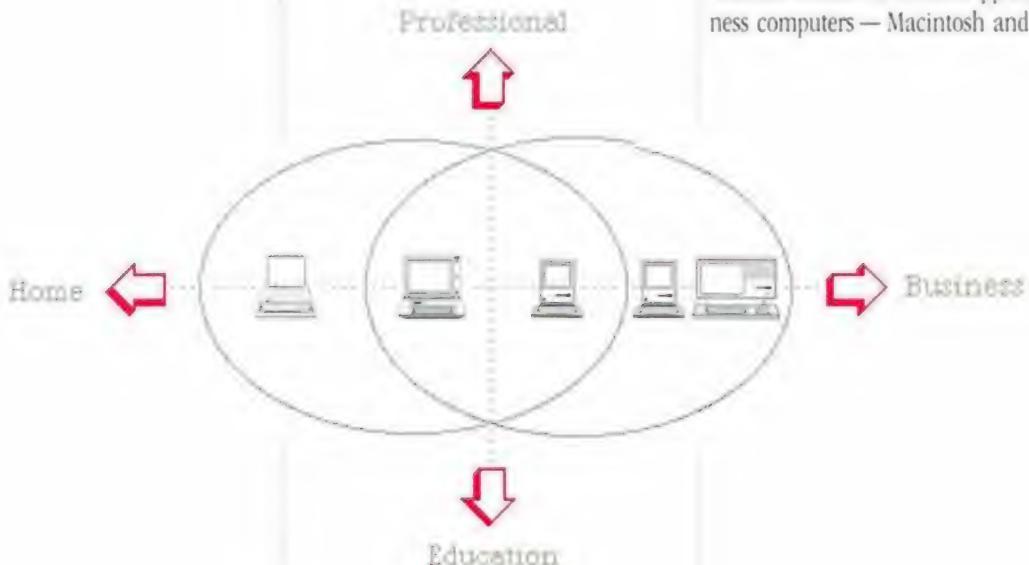
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Apple Family Positioning

Macintosh and Lisa, with the Apple IIc and Apple IIe, give you a full range of sophisticated computer products to sell. The Apple IIc and IIe are targeted for the home and education markets. Macintosh and Lisa, for the business and professional markets.

There is, of course, some overlap in the markets for the Apple II family and the Macintosh family. Some Apple IIc computers will end up in business; many Macintoshes will find their way into the home.

Nevertheless, you should steer your business customers toward Apple's business computers — Macintosh and Lisa.



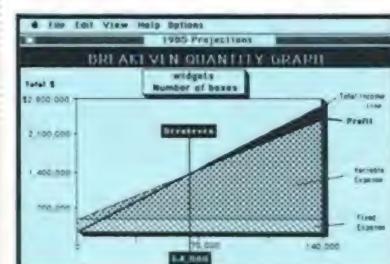
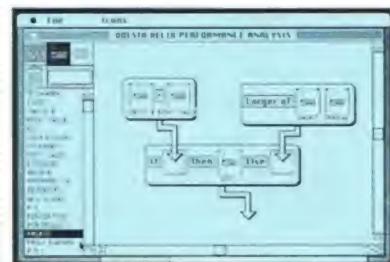
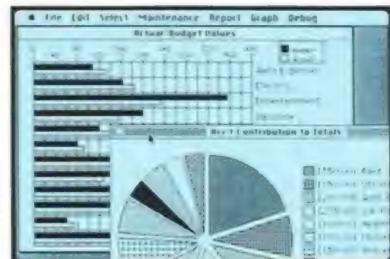
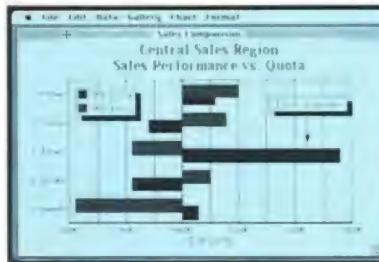
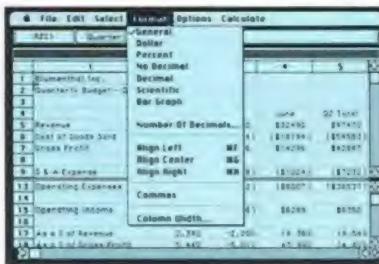
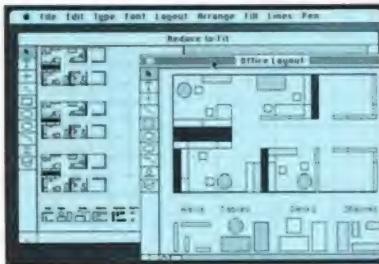
Macintosh: The Third Industry Standard
Macintosh Is for People
Knowledge Workers:
The Target Market
What's So Special About Macintosh?
The Macintosh Family
Apple Family Positioning
Macintosh Software
Demonstrating Macintosh to Business

Macintosh Software

How do you *really* sell Macintosh? With software.

The success of the Apple II was built on its incredible software base. Software was also instrumental in the success of the IBM PC. Software provides solutions, which are what people need.

Macintosh has software — lots of it. And in all that software, the Macintosh philosophy shows. Because Apple and software developers have done the hard work, your customers don't have to. Macintosh software features pull-down menus, windows, dialog boxes, and the familiar pictures of desktop objects. So it's easy to learn and easy to use. Let your customers see it.



Apple Solutions

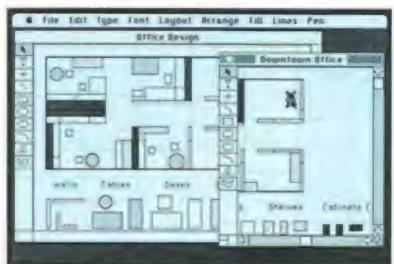
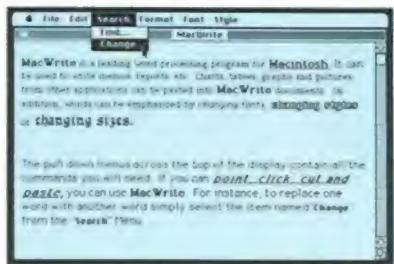
Apple is complementing the impressive list of software from independent developers with the following productivity software. The programs all share Macintosh's legendary ease of use and unique capabilities.

The programs can also share information. So your customers can copy data from MacTerminal and paste it into a MacWrite report or a Multiplan spreadsheet. Or copy data from MacProject and paste it into a spreadsheet for additional analysis. Or move a MacPaint or MacDraw illustration into a MacWrite document.

MacWrite. Almost anything your customers could ever want to do with words can be done with MacWrite, a word-processing program. Multiple type styles and sizes, proportional spacing, and easily adjusted margins and tabs give a professional look to every memo, letter, and report. And with MacWrite, your customers can supplement their written words with pictures composed on Macintosh graphics programs.

MacPaint. This freeform graphics program transforms Macintosh into a combination artist's easel and illustrator's sketch pad. MacPaint comes with a collection of tools to help your customers create illustrations — including lines in different widths, a variety of shapes, patterns to fill in shapes, and multiple type styles. Here's a way to make business reports and presentations really stand out.

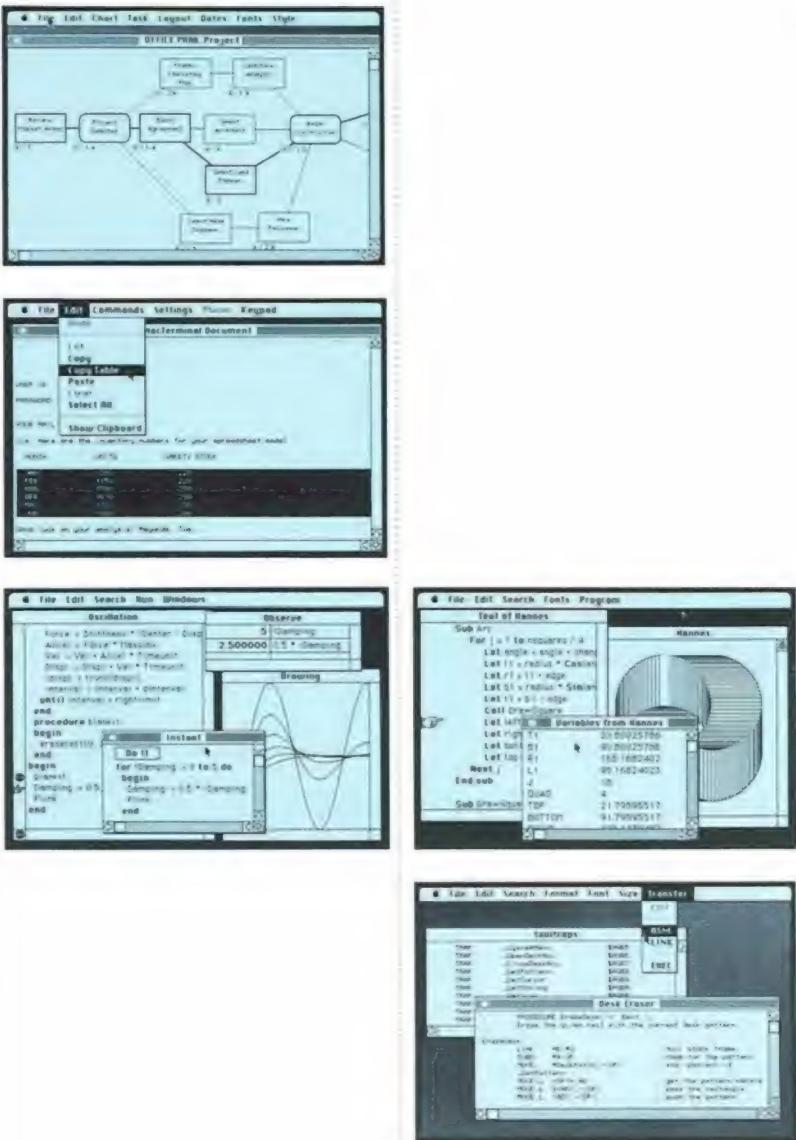
MacDraw. This structured graphics program turns Macintosh into an electronic drafting table, enabling your customers to create flow charts, technical diagrams, maps, and illustrations for reports and presentations. MacDraw provides a palette of lines and shapes, patterns for filling in shapes, text in a variety of type styles and sizes, standard and custom rulers, a grid for aligning objects — everything needed to design extremely detailed graphics. And with MacDraw, it's easy to modify any part of a drawing — add and delete shapes; duplicate, move, reshape, resize any shape; even combine shapes.



MacProject. Your customers can use this comprehensive project management tool to schedule and track any kind of project. MacProject calculates the start and finish dates for each task as well as for the entire project, displays all critical paths, and instantly recalculates the entire project based on a change in any phase. It also displays resource allocations, a task chart, and cash flow.

MacTerminal. With MacTerminal and an Apple Modem, Macintosh can emulate DEC® VT100™ and VT52™, and TTY terminals. MacTerminal and AppleLine or an Apple Cluster Controller enable Macintosh to emulate IBM 3278 terminals. Your customers can use MacTerminal to transfer documents, applications, even pictures between Macintosh and other computers.

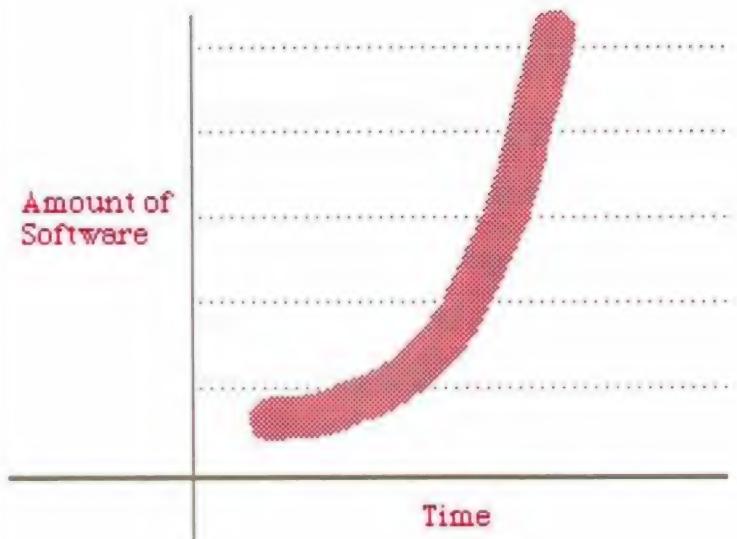
Macintosh Pascal, Macintosh BASIC, the Macintosh 68000 Development System (assembly language), give programmers the tools they need to create their own programs.



Third-Party Solutions

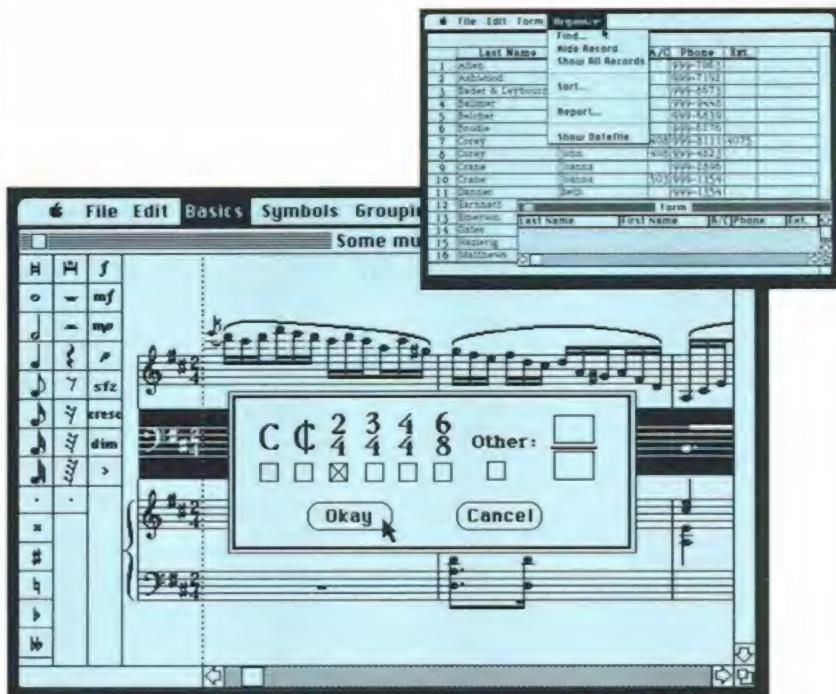
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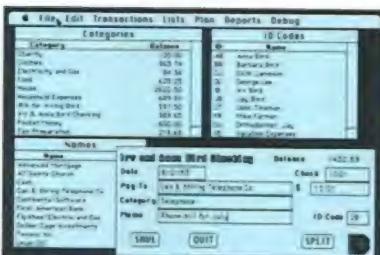
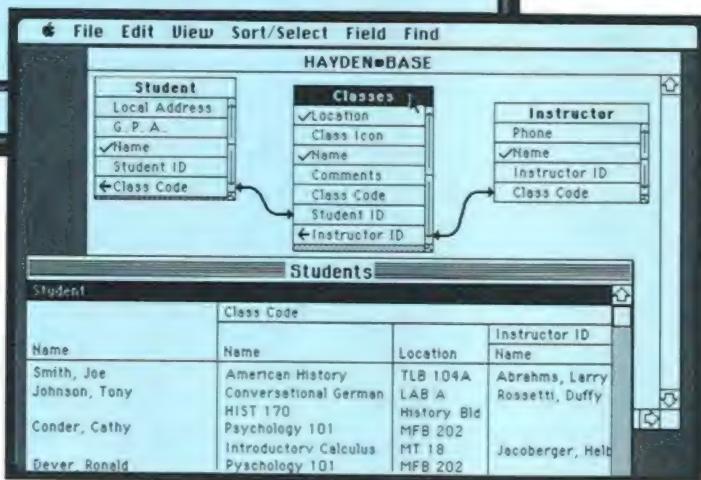
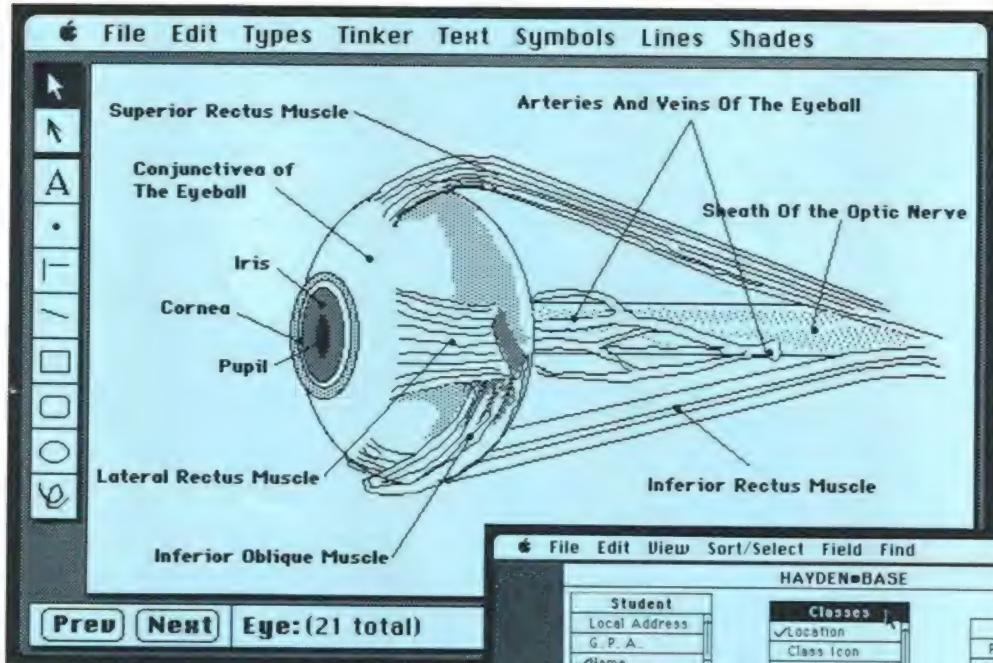
Software for Macintosh is really new and different — not just rewrites of old programs. Apple set the example with MacWrite and MacPaint (packaged with all Macintosh computers). Hundreds of independent developers like Microsoft, Lotus, and Stoneware followed suit, taking advantage of Macintosh's mouse, pull-down menus, dialog boxes, graphics, and cut-and-paste integration to create innovative solutions to every possible business need.



More than 150 software products were created for Macintosh in its first year alone. *List* magazine's special issue of *The Macintosh Buyer's Guide* (November 1984) covers more than 200 of the quality hardware and software products currently available.

For the future, Apple's support and encouragement of independent developers ensures a steady flow of new software products — and of new solutions for your customers.





File

- Macintosh: The Third Industry Standard**
- Macintosh Is for People Knowledge Workers: The Target Market**
- What's So Special About Macintosh?**
- The Macintosh Family**
- Apple Family Positioning**
- Macintosh Software**
- Demonstrating Macintosh to Business**

Demonstrating Macintosh to Business

Macintosh is a solid business computer with something extra: state-of-the-art graphics. With Macintosh, knowledge workers can accomplish their work well *and* make that work communicate through quality graphics. Your demonstrations should show the full power of Macintosh as a business tool.

■ Macintosh has great business solutions. Emphasize the diversity of business programs available and the variety of

developers providing applications for Macintosh. Use MacWrite or Microsoft® Word to show Macintosh's word-processing capabilities. Bring out Multiplan for spreadsheets, and Microsoft Chart for business graphics. Talk about data bases with Filevision™, PFS: File and Report, and DB Master™.

■ You may want to keep examples of business graphics, spreadsheets, and so on in the Scrapbook to give your customers an overview of Macintosh's business applications.

Macintosh is for business. Show that in your Macintosh demonstrations.





Giving an Expert Demonstration

Your demonstration should emphasize these four points:

1. Macintosh has a tremendous variety of programs. Knowledge workers can get all their work done on one computer — Macintosh.
2. Macintosh is for business. And it has software that meets the needs of your business customers.
3. All Macintosh applications work the same way, using the mouse, pull-down menus, cut-and-paste integration, and so on. So learning the first application is easy. And learning the next application is even easier.
4. Many Macintosh programs can share information — even if they're from different companies. You can, for example, move data from Apple's MacProject into Microsoft's Multiplan for analysis.

Before demonstrating an application, take the time to become thoroughly familiar with it — what it does and how it works. To help you learn the applications and how to demonstrate them, Apple has created a series of videotapes called *The Expert Demo Series* (available from your Apple representative). The videotapes cover all the major business applications: word processing, graphics, spreadsheets, data

communications, project management, and more. The first five videotapes cover the following topics:

1. Word processing (new version of MacWrite and MacPaint)
2. Graphics (MacDraw)
3. Project management (MacProject)
4. Data communications (MacTerminal)
5. Integrated applications

Demonstrating Integrated Applications

26

Integration — the ability to move information from one Macintosh application to another — is particularly important to your business customers.

Consider this scenario: In a typical day, a knowledge worker may need to handle a variety of projects. That means updates to proposals, schedules, spreadsheets, and memos. And a time change or budget increase for one part of a project can affect the entire project. Putting together changes in project diagrams and expense tables, using a spreadsheet to create a budget, and summarizing the results in memos can take a lot of valuable time.

The key goals for knowledge workers are to do their work faster and more efficiently, and to give an outstanding presentation of the results. In your demonstrations, show how Macintosh

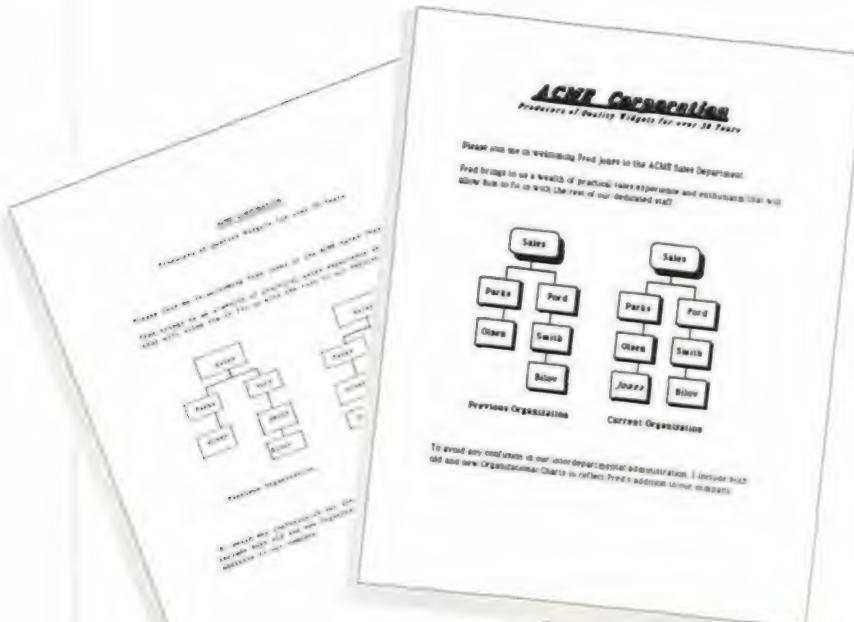
makes quick work of preparing — and changing — reports, spreadsheets, and so on. And then show the quality of Macintosh's output.

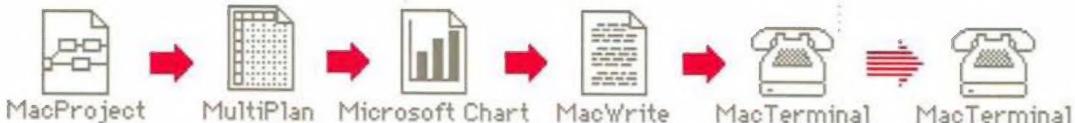
Before giving a Macintosh demonstration, ask your customer about his or her typical day. Then tailor the demonstration to the customer's needs. Here are a few hints:

- Keep a variety of applications on hand so you have the right application for each customer. MacProject might be best for one customer; Multiplan, for another; and MacWrite, for yet another.
- Stress Macintosh's built-in integration tools: the Scrapbook and the Clipboard. Use each one at least once,

pointing out its usefulness to your customer's specific needs.

- Save special "scraps" in the Scrapbook. You may want to create a business letterhead, for example, and pull it out to show how to personalize a business letter or invoice.
- Couch your demonstration in terms familiar to your customer. Use a story or scenario tailored to the customer's business — one that he or she will accept as an everyday, believable situation. During a good demonstration, most of the conversation should set the scene and be aimed at getting the customer to agree that the applications are worthwhile solutions to real business problems. (You'll lose your customer if you spend time explaining the keystrokes you're using.)



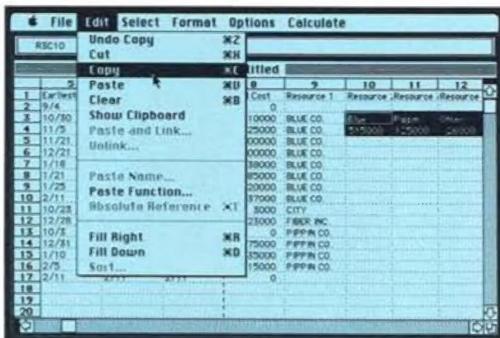


Your demonstration might go something like this:

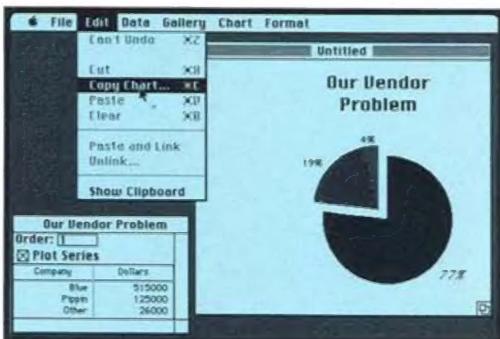
1. Start with a MacProject schedule. Show how a time and expense change to some small task in the project will affect the entire project. Copy a section of the new MacProject expense table to the Clipboard. And copy the MacProject chart (or part of it) to the Scrapbook.



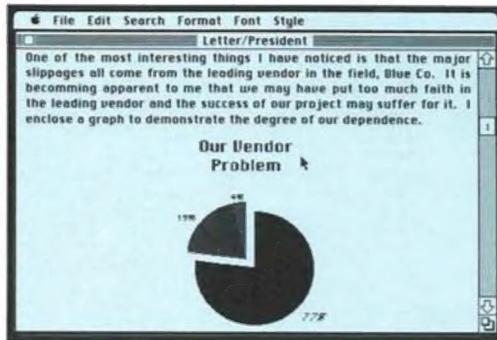
2. Paste the Clipboard contents into a Multiplan spreadsheet of a department's current projects. Show the effect of the changes on the total department. Copy the new totals section to the Clipboard.



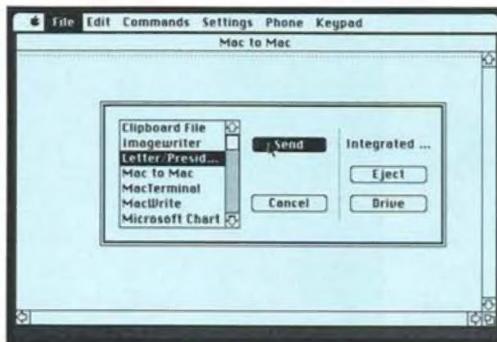
3. Do a business graph by pasting the Clipboard contents into Microsoft Chart. Add titles and labels to the graph, and then copy the graph to the Clipboard.



4. Use MacWrite to compose a memo detailing all your changes. Copy the MacProject chart from the Scrapbook into the memo. Then add the Microsoft Chart graph to your memo. At the top of the memo, you may want to include a MacDraw or MacPaint letterhead stored in the Scrapbook.



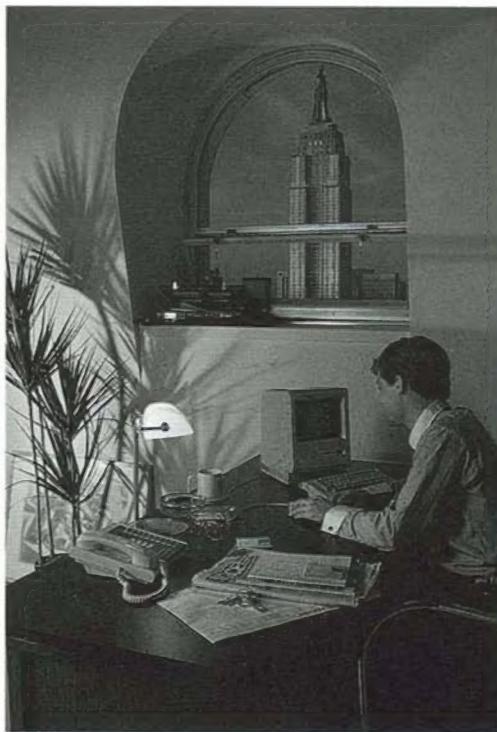
5. Use MacTerminal to get data from The SourceSM or the Dow Jones News/Retrieval[®] service. Paste the data into your memo. Or have several Macintoshes hooked together and send your memo to another Macintosh. (This is optional.)



Macintosh Means Business

The best way to sell Macintosh into the huge business market is with business-oriented presentations. Demonstrations of Macintosh's business applications, for example, are a great way to show Macintosh's capabilities. And they can help you determine the right Macintosh — the Macintosh 128K, Macintosh 512K, or Lisa 2/10 — for a specific customer.

The bottom line: Macintosh is for business. To sell Macintosh into this important market, talk business and show Macintosh's unique business applications.





**All graphics were created using MacPaint
on the Macintosh.**

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